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FACSIMILE SUBMISSION UNDER 37 CFR 1.8

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| TO: | Mail Stop Amendment | FROM: | Jason D. Kelly |
| COMPANY: | U.S. Patent & Trademark Office | DATE: | OCTOBER 17, 2007 |
| FAX NUMBER: | 571-273-8300 | TOTAL NO. OF PAGES INCLUDING COVER: | 9 |
| PHONE NUMBER: | 571-272-7645 | SENDER'S REFERENCE NUMBER: | 1023-228US01 |
| RE: | Response to Office Action dated July 17, 2007 | YOUR REFERENCE NUMBER: | 10/696,491 |

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PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Jeffrey M. Sieracki; Confirmation No. 5730
Richard B. North
Serial No.: 10/696,491
Filed: October 29, 2003 Customer No.: 28863
Examiner: Phu K. Nguyen
Group Art Unit: 2628
Docket No.: 1023-228US01
Title: BODY REGION INDICATION

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CERTIFICATE UNDER 37 CFR 1.8 I hereby certify that this correspondence is being transmitted via facsimile to the United States Patent and Trademark Office on October 17, 2007.

By: 
Name: JASON D. KELLY

Mail Stop Amendment
Commissioner for Patents
Alexandria, VA 22313-1450

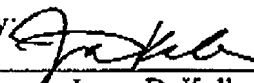
Sir:

We are transmitting herewith the attached correspondence relating to this application:

- ☒ Transmittal sheet containing Certificate of Mailing
- ☒ Response (7 pgs.)
- ☒ No additional fee is required

Please apply any charges not covered, or any credits, to Deposit Account No. 50-1778.

Date: 10-17-07

By: 
Name: Jason D. Kelly
Reg. No.: 54,213

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PATENT

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RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed July 17, 2007, the period of response for which runs through October 17, 2007, Applicant respectfully requests reconsideration in view of the following:

Remarks begin on page 2 of this paper.